104398 Orders Order / Rev: Alt Order #: 06832443 Product Desc: REP JEWISH COALITION Estimate: Flight Dates: 09/17/12 - 10/21/12 Primary AE: Amy McCreary Original Date / Rev: 07/17/12 / 07/17/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Jamestown Associates/ NJ **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 5 Mapleton Rd. Billing Cycle: EOM/EOC Princeton, NJ 08540 Agency Commission: 15%

Advertiser

Name:

Republican Jewish Coalition (RJC)

Demographic: **Product Codes:** A35+

PLI2

SELECT PRIORITY CODE

Priority:

Revenue Codes:

POLITICAL/AGY, PISSUE, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Blli Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	190	\$117,650.00	\$100,002.50
10/01/12	10/21/12	285	\$195,375.00	\$166,068.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	190	\$117,650.00	\$100,002.50	0.00
October 2012	285	\$195,375.00	\$166,068.75	0.00
Totals	475	\$313,025,00	\$266,071,25	0.00

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Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	26%	\$313,025.00
Market	100%	\$1 203 942 31

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	29%	\$349,143.27
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$240,788.46
KTUD	1%	\$12,039.42
KVVU	16%	\$192,630.77
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$96,315.38

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len Spo	ts	Rate Pri	Rtg Type S	Spots	Amount
E 1	KSNV	09/17/12	09/28/12	M-F 5-6a WakeUp w M-F 5-6a WakeUp w		5-6a	MTWTF	:30	5	\$325.001	0.00 NM	10	\$3,250.00
	NEWS												
	Stai	rt Date	End Date	<u>Weekdays</u> <u>S</u>	pots/Week	Rate	Rating				ı		

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Order / Rev:

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Advertiser:

Republican Jewish Coalition (RJC)

Alt Order#:

06832443

Product Desc:

REP JEWISH COALITION

KSNV

Flight Dates:	09/17/12 - 10/21/12

Ln Ch	Start	End	Inventory Code		Start/End T		Len Sp		Rate Pri		Spots	Amount
E 1 KSNV	09/17/1	2 09/28/12	M-F 5-6a WakeUp M-F 5-6a WakeU	_	5-6a	MTWTF⊶⊷	:30	5	\$325.001	0.00 NM	10	\$3,250.00
NEWS			WI-T O-OU WURCO	p w/wagners								
	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/ Week: 09/		09/23/12 09/30/12	MTWTF~~ MTWTF~~	5 5	\$325.00 \$325.00	0.00 0.00						
		2 10/19/12	M-F 5-6a WakeU		5-6a	MTWTF	:30	5	\$450.001	0.00 NM	15	\$6,750.00
			M-F 5-6a WakeU	_				•	Ţ (00.00 .	0.00	10	Ψ0,7 00.00
NEWS	ort Data	End Data	Mookdova	Crata Mila ak	D-4-	Deline						
<u>Sta</u> Week: 10/	art <u>Date</u> /01/12	End Date 10/07/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$450.00	Rating 0.00						
Week: 10/		10/14/12	MTWTF	5	\$450.00	0.00						
Week: 10/ E 3 KSNV		10/21/12	MTWTF M-F 6-7a WakeU	5 2 WANGAN	\$450.00	0.00	.00	40	A700 004	0.00.144	0.5	401.00
E 2 VOINA	10/01/1	2 10/19/12	M-F 6-7a WakeU	_	6-7a	MTWTF	:30	10	\$700.001	0.00 NM	30	\$21,000.00
NEWS												
<u>Sta</u> Week: 10/	art Date	End Date 10/07/12	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating						
Week: 10/		10/07/12	MTWTF	10 10	\$700.00 \$700.00	0.00 0.00						
Week: 10/		10/21/12	MTWTF	10	\$700.00	0.00			74.4.			
E 4 KSNV	09/17/1	2 09/28/12	M-F 6-7a WakeU		6-7a	MTWTF~~	:30	10	\$650.001	0.00 NM	20	\$13,000.00
NEWS			M-F 6-7a WakeU	p w/vvagners								
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/23/12	MTWTF MTWTF	10	\$650.00	0.00						
E 5 KSNV	- 8	09/30/12 2 09/28/12		10 CM	\$650.00 658a-9am	0.00 MTWTF	:30	10	\$850.001	0.00 NM	20	¢47.000.00
L 5 11011V	00/17/1	2 00/20/12	Today Show	CIVI	050a-5am	MIMIL	.30	10	φοσυ.υυ ι	U.UU INIM	20	\$17,000.00
TODAY												
<u>Sta</u> Week: 09/	art Date	End Date 09/23/12	<u>Weekdays</u> MTWTF	Spots/Week 10	<u>Rate</u> \$850.00	Rating 0.00						
Week: 09/		09/30/12	MTWTF~~	10	\$850.00	0.00						
E 6 KSNV	10/01/1	2 10/19/12	Today Show	СМ	658a-9am	MTWTF	:30	10	\$900.001	0.00 NM	30	\$27,000.00
TODAY	,		Today Show									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/07/12	MTWTF	10	\$900.00	0.00						
Week: 10 Week: 10		10/14/12 10/21/12	MTWTF~- MTWTF	10 10	\$900.00 \$900.00	0.00 0.00						
			M-F Today Show		9-10a	MTWTF	:30	5	\$425.001	0.00 NM	15	\$6,375.00
			M-F Today Show					•	Ţ 1.25.55 ·	0.00 (1.0)		ψο,οι σ.σσ
TODAY	/ II art Date	End Date	Modelana	Contabliant	Data	Detien						
Week: 10		<u>End Date</u> 10/07/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$425.00	Rating 0.00						
Week: 10		10/14/12	MTWTF	5	\$425.00	0.00						
Week: 10		10/21/12	MTWTF M-F Today Show	II 2rd LOM	\$425.00	0.00	.20		A050 004	0.00 184	4.5	40 500 00
E 0 1/3/1/4	09/1//	2 09/20/12	M-F Today Show		9-10a	MTWTF	:30	5	\$350.001	0.00 NM	10	\$3,500.00
TODAY											!	
<u>Sta</u> Week: 09	art Date	End Date 09/23/12	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating						
Week: 09		09/30/12	MTWTF	5 5	\$350,00 \$350.00	0.00 0.00						
E 9 KSNV	09/17/1	2 10/19/12	Rachael Ray	CM	11am-12pm	MTWTF	:30	5	\$325.001	0.00 NM	25	\$8,125.00
RR			Rachael Ray									
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09	/17/12	09/23/12	MTWTF	5	\$325.00	0.00					!	
Week: 09 Week: 10		09/30/12 10/07/12	MTWTF MTWTF	5	\$325.00	0.00						
Week: 10		10/07/12	MTWTF	5 5	\$325.00 \$325.00	0.00 0.00						
Week: 10	/15/12	10/21/12	MTWTF		\$325.00	0.00						
E10 KSNV	09/17/1	2 10/19/12	Noon News	CM	12-1230pm	MTWTF	:30	5	\$425.001	0.00 NM	25	\$10,625.00
			Noon News									

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Advertiser:

Republican Jewish Coalition (RJC)

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06832443

Product Desc:

REP JEWISH COALITION

KSNV

Flight Dates:

09/17/12 - 10/21/12

Ln Ch Start NEWS	End	Inventory Code	Break	Start/End	Γime Days	Len Spo	ots	Rate Pri	Rtg Type_S	pots	Amount
Start Date	End Date		Spots/Week	Rate	Rating						
Week: 09/17/12	09/23/12	MTWTF MTWTF	5	\$425.00	0.00						
Week: 09/24/12 Week: 10/01/12	09/30/12 10/07/12	MTWTF	5 5	\$425.00 \$425.00	0.00 0.00						
Week: 10/08/12	10/14/12	MTWTF	5	\$425.00	0.00						
Week; 10/15/12	10/21/12	MŢWTF~-	5	\$425.00	0.00						
E 11 KSNV 09/17/12	2 10/19/12	The Agenda 1230p	m CM	1230-1p	MTWTF	:30	5	\$325.001	0.00 NM	25	\$8,125.00
		The Agenda 1230p	m								,
AGENDA											
Start Date	End Date		Spots/Week	Rate	<u>Rating</u>						
Week: 09/17/12	09/23/12	MTWTF MTWTF	5	\$325.00	0.00						
Week: 09/24/12 Week: 10/01/12	09/30/12 10/07/12	MTWTF	5 5	\$325.00 \$325.00	0,00 0.00						
Week: 10/08/12	10/14/12	MTWTF	5	\$325.00	0.00						
Week: 10/15/12	10/21/12	MTWTF⊶⊶	5	\$325.00	0.00						
E 12 KSNV 09/17/12	2 10/19/12	The Doctors	СМ	2pm-3pm	MTWTF	:30	5	\$325.001	0.00 NM	25	\$8,125.00
		The Doctors									, ,
DRS									1		
Start Date	End Date		Spots/Week	<u>Rate</u>	Rating						
Week: 09/17/12 Week: 09/24/12	09/23/12 09/30/12	MTWTF MTWTF	5	\$325.00	0.00						
Week: 10/01/12	10/07/12	MTWTF	5 5	\$325.00 \$325.00	0.00 0.00						
Week: 10/08/12	10/14/12	MTWTF~~	5	\$325.00	0.00						
Week: 10/15/12	10/21/12	MTWTF	5	\$325.00	0.00						
E 13 KSNV 09/17/12	2 10/19/12	Dr. Phil	СМ	3-4p	MTWTF	:30	5	\$450.001	0.00 NM	25	\$11,250.00
		Dr Phil									,,
PHIL											
Start Date	End Date		Spots/Week	Rate	<u>Rating</u>						
Week: 09/17/12	09/23/12	MTWTF MTWTF	5	\$450.00	0.00						
Week: 09/24/12 Week: 10/01/12	09/30/12 10/07/12	MTWTF~-	5 5	\$450.00 \$450.00	0.00 0.00						
Week: 10/08/12	10/14/12	MTWTF	5	\$450.00	0.00						
Week: 10/15/12	10/21/12	MTWTF	5	\$450.00	0.00						
E 14 KSNV 09/17/12	2 09/28/12	News 3 at 4 (1/2 h News 3 at 4	r) CM	4-430p	MTWTF	:30	5	\$600.001	0.00 NM	10	\$6,000.00
NEWS									1		
Start Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
Week: 09/17/12	09/23/12	MTWTF	5	\$600.00	0.00						
Week: 09/24/12	09/30/12	MTWTF	5	\$600.00	0.00						
E 15 KSNV 10/01/1	2 10/19/12		r) CM	4-430p	MTWTF	:30	5	\$725.001	0.00 NM	15	\$10,875.00
NEWS		News 3 at 4									
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/01/12	10/07/12	MTWTF	5	\$725.00	0.00						
Week: 10/08/12	10/14/12	MTWTF⋯⋯	5	\$725.00	0.00						
Week: 10/15/12	10/21/12	MTWTF~→	5	\$725.00	0.00						
E 16 KSNV 10/01/1:	2 10/19/12	•	CM	430-5pm	MTWTF	:30	5	\$725.001	0.00 NM	15	\$10,875.00
NEWS		News 3 at 4:30PM							ļ		
Start Date	End Date		Spots/Week	<u>Rate</u>	Rating				İ		
Week: 10/01/12	10/07/12	MTWTF~→	5	\$725.00	0.00						
Week: 10/08/12	10/14/12	MTWTF	5	\$725.00	0.00						
Week: 10/15/12	10/21/12	MTWTF	5		0.00			4			
E 17 KSNV 09/17/1	2 09/28/12	News 3 at 430pm News 3 at 4:30PM	СМ	430-5pm	MTWTF	:30	5	\$700.001	0.00 NM	10	\$7,000.00
NEWS									ŀ		
Start Date	End Date		Spots/Week	Rate	<u>Rating</u>						
Week: 09/17/12	09/23/12	MTWTF MTWTF	5 5	\$700.00	0.00						
Week: 09/24/12	09/30/12				0.00	.00		64 000 004	0.00.1114		440.000.00
E 18 KSNV 09/17/1	2 09/28/12	M-F Early News M-F Early News	CM	5-630p	MTWTF	:30	5	\$1,000.001	0.00 NM	10	\$10,000.00
NEWS		IVITI LATTY INCMS									

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Advertiser:

Republican Jewish Coalition (RJC)

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Product Desc:

REP JEWISH COALITION

KSNV

Flight Dates:

09/17/12 - 10/21/12

Ln Ch	Start	End	Inventory Code		Start/End T	,	Len Sp		0 71	Spots	Amount
E 18 KSNV	09/17/1	2 09/28/12	M-F Early News	СМ	5-630p	MTWTF	:30	5 \$1,000.001	0.00 NM	10	\$10,000.00
NEWS			M-F Early News								
	ırt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 09/	17/12	09/23/12	MTWTF		\$1,000.00	0.00					
Week: 09/		09/30/12	MTWTF	5	\$1,000.00	0.00		-			
E19 KSNV	10/01/1	2 10/19/12	M-F Early News	СМ	5-630p	MTWTF	:30	5 \$1,200.001	0.00 NM	15	\$18,000.00
NEWS			M-F Early News								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/07/12	MTWT F		\$1,200.00	0.00					
Week: 10/		10/14/12	MTWTF		\$1,200.00	0.00					
Week: 10/		10/21/12	MTWTF		\$1,200.00	0.00			*		
E20 KSNV	10/01/1	2 10/19/12	M-F Joopston AM	CM	630-730pm	MTWTF	:30	5 \$1,300.001	0.00 NM	15	\$19,500.0
WH/JEI	P		M-F Jeopardy/W	neel of Fortune	3						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/		10/07/12	MTWTF		\$1,300.00	0.00					
Week: 10/		10/14/12	MTWTF~~		\$1,300.00	0.00					
Week: 10/		10/21/12	MTWTF		\$1,300.00	0.00					
E 21 KSNV	09/17/1	2 09/28/12	M-F Jeop/Wheel	CM	630-730pm	MTWTF	:30	5 \$1,000.001	0.00 NM	10	\$10,000.0
WH/JEI	P		M-F Jeopardy/W	neel of Fortune	е						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/23/12	MTWTF		\$1,000.00	0.00					
Week: 09/	/24/12	09/30/12	MTWTF~~	5	\$1,000.00	0.00					
E 22 KSNV	09/17/1	2 09/28/12	M-F News 3 at El		11pm-1135p	m MTWTF	:30	4 \$1,100.001	0.00 NM	8	\$8,800.0
NEWC			M-F News 3 at E	leven							
NEWS	ert Data	End Date	Weekdays	Spoto A Mook	Data	Dating					
<u>اعد</u> /Week: 09	rt Date /17/12	09/23/12	MTWTF	Spots/Week	<u>Rate</u> \$1,100.00	<u>Rating</u> 0.00					
Week: 09/		09/30/12	MTWTF		\$1,100.00	0.00					
E 23 KSNV	10/01/1	2 10/19/12	M-F News 3 at EI	even CM	11pm-1135p	m MTWTF~~	:30	4 \$1,200.001	0.00 NM	12	\$14,400.0
			M-F News 3 at E	leven							,,
NEWS											
Sta Week: 10	rt Date	End Date 10/07/12	<u>Weekdays</u> MTWTF~~	Spots/Week	Rate	Rating					
Week: 10		10/07/12	MTWTF		\$1,200.00 \$1,200.00	0.00 0.00					
Week: 10		10/21/12	MTWTF		\$1,200.00	0.00					
E24 KSNV	09/22/1	2 10/20/12	News 3 Sunrise -	SATURUM	6a-7a	S-	:30	2 \$350.001	0.00 NM	10	\$3,500.0
			News 3 Sunrise	SATURDAY							
NEWS		PP 1 PA 1			5 .						
Sta Week: 09.	art Date	End Date 09/23/12	<u>Weekdays</u> S-	Spots/Week		Rating					
Week: 09		09/30/12	S-	2		0.00 0.00					
Week: 10		10/07/12	S-	2		0.00					
Week: 10		10/14/12	S-	2		0.00					
Week: 10.		10/21/12	S-	2	'	0.00					
E 25 KSNV	09/22/1	2 10/20/12	Saturday Today	СМ	7a-9am	S-	:30	2 \$625.001	0.00 NM	10	\$6,250.0
SATTO	DDAY		Saturday Today								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09	/17/12	09/23/12	S	2		0.00					
Week: 09		09/30/12	S-	2		0.00					
Week: 10		10/07/12	S- S-	2	•	0.00					
Week: 10. Week: 10.		10/14/12 10/21/12	S-	2	•	0.00 0.00					
E26 KSNV					9am-930am	S	:30	1 \$500.001	0.00 NM	5	\$2,500.0
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			News 3 Today -		J=111 0004111	3	.00	ι ψουσίου Ι	O.OO INNI		φ∠,ΰ00.0
NEWS			,								
<u>St</u> a	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
	MIZMO	09/23/12	S-	1	\$500.00	0.00				I	
Week: 09 Week: 09		09/30/12	S-	1		0.00					

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Flight Dates:

09/17/12 - 10/21/12

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ote	Pata Pri	Rtg Type \$	Pnoto	Amazut
E 26 KSNV		2 10/20/12						_			- <u>-</u>	Amount
E 20 NSINV	09/22/1	2 10/20/12	News 3 Today - S		9am-930am	S-	:30	1	\$500.001	0.00 NM	5	\$2,500.00
NEWS			News 3 Today - 5	5A1								
	rt Date	End Date	Weekdays	Spots/Week	Doto	Doting						
Week: 10/		10/07/12	S-	Spots/vveek	<u>Rate</u> \$500.00	Rating 0.00						
Week: 10/		10/07/12	S-	1	\$500.00 \$500.00	0.00						
Week: 10/		10/21/12	S-	i	\$500.00	0.00						
E 27 KSNV							.20	4	#4 400 00 t	0.00 1114	_	AH 500 00
LZI KONV	USIZZI	2 10/20/12	Sa-Su News 3 at		11pm-1135pr	113-	:30		\$1,100.001	0.00 NM	5	\$5,500.00
NEWS			04-04 110113 0 41	LICTOII								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	S-		\$1,100.00	0.00						
Week: 09/		09/30/12	S-		\$1,100.00	0.00						
Week: 10/	01/12	10/07/12	S-		\$1,100.00	0.00						
Week: 10/	08/12	10/14/12	S-		\$1,100.00	0.00						
Week: 10/	15/12	10/21/12	S-	1	\$1,100.00	0.00						
E 28 KSNV	09/23/1	2 10/21/12	Sa-Su News 3 at	ElevenCM	11pm-1135pr	ns	:30	1	\$1,100.001	0.00 NM	5	\$5,500.00
			Sa-Su News 3 at	Eleven								. ,
NEWS												
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 09/		09/23/12	S		\$1,100.00	0.00						
Week: 09/		09/30/12	S		\$1,100.00	0.00						
Week: 10/		10/07/12	S S		\$1,100.00	0.00						
Week: 10/ Week: 10/		10/14/12 10/21/12	S		\$1,100.00 \$1,100.00	0.00 0.00						
E 29 KSNV					\$1,100.00						_	
EZ9 KONV	09/23/1	2 10/21/12	News 3 Today W News 3 Today	knd CM	9a-930am	S	:30	1	\$500.001	0.00 NM	5	\$2,500.00
NEWS			News 3 Today									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	S	<u>opotarvicek</u>	\$500.00	0.00						
Week: 09/		09/30/12	S	i	\$500.00	0.00				ľ		
Week: 10/		10/07/12	S	1	\$500.00	0.00						
Week: 10/	08/12	10/14/12	S	1	\$500.00	0.00						
Week: 10/	15/12	10/21/12	S	1	\$500.00	0.00						
E 30 KSNV	09/23/1	2 09/30/12	News 3 Sunrise -	SUNDAM	6a-7a	S	:30	2	\$325.001	0.00 NM	4	\$1,300.00
			News 3 Sunrise S	SUNDAY								
NEWS												
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 09/		09/23/12	S	2	\$325.00	0.00						
Week: 09/		09/30/12	S	2		0.00						
E31 KSNV	10/07/1	2 10/21/12	News 3 Sunrise -		6a-7a	S	:30	2	\$350.001	0.00 NM	6	\$2,100.00
NEMO			News 3 Sunrise S	SUNDAY								
NEWS										t		
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				l		
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Order / Rev:

104398

Advertiser:

Republican Jewish Coalition (RJC)

Alt Order #:

06832443

Product Desc:

Estimate:

REP JEWISH COALITION

KSNV

Flight Dates:

09/17/12 - 10/21/12

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